

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Nelson et al. Art Unit 2143  
Serial No. 10/038,861  
Filed December 31, 2001  
Confirmation No. 6378  
For INTEGRATED WEB RING SITE AND METHOD FOR PRESENTING  
INFORMATION  
Examiner Lan Dai Thi Truong

March 12, 2007

**SUMMARY OF INTERVIEW ON FRIDAY, MARCH 9, 2007**

The following issues were discussed and the following claim amendments were proposed during the interview. It was agreed that the Examiner would consider the matter and advise the undersigned as to whether the proposed claim amendments place the claims in condition for allowance. Alternatively, the Examiner may consider and suggest some claim amendments to place the application in condition for allowance.

The following proposed amendments were discussed during the interview:

Proposed Amendments to Independent Claims 1:

1. (Currently Amended) An integrated web ring (IWR) site of a host and a plurality of partners for providing and managing information relating to a theme and for tracking access to the information by users, the IWR site comprising:

a plurality of partner Web pages offering commercial products relating to the theme and provided by the partners;

a host Web site provided by the host and accessible by users, said host Web site including a plurality of host Web pages comprising substantially non-commercial content in a plurality of categories provided by the partners relating to the theme;

a link from the host Web site to [[a]] selected partner Web pages; and

~~tracking software for monitoring user access to IWR site, to the selected partner Web page and to the substantially non-commercial content on the host Web pages,~~ said tracking software generating performance indicators for each of the plurality of categories relating thereto to tracked user access to the substantially non-commercial content;

wherein the substantially non-commercial content is information other than simple links, short descriptions of links, banner ads, promotional graphics, or short sentences.

**ISSUES**

**Rejection of Claims 1-2, 7-8, 10-14, and 16-20 Under 35 U.S.C.**

**103(a)**

The Examiner rejected claims 1-2, 7-8, 10-14, and 16-20 as being unpatentable over Skinner, US Publication No. 2002/0101137 in view of Thomas (U.S. 6,401,118) under 35 U.S.C. 103(a).

**ISSUE 1:** With regard to claim 1, the combined references do not teach (1) tracking by categories, (2) tracking user access, (3) generating category performance indicators based on the tracking of non-commercial content and (4) tracking of non-commercial content in an IWR that includes both commercial and non-commercial content. With regard to (1), the undersigned noted during the interview that the categories of Knapp (9/33-43) are not tracked. With regard to (2), it was noted during the interview that the tracking engine 38 of Skinner at paragraphs 44 and 45 tracks the user and not user access. Further, no category performance indicators of non-commercial content are tracked (e.g., (3)) and there is no teaching of tracking non-commercial content (e.g., (4)) in an IWR that includes both commercial and non-commercial content.

**ISSUE 2:** With regard to the remaining claims, the undersigned noted during the interview that it is not seen how Skinner and Thomas combined teach tracking non-commercial content since Skinner tracks only commercial content and Thomas teachings searching and does not track.

**ISSUE 3:** With regard to the remaining claims, the undersigned noted during the interview that it is not seen how Skinner and Thomas combined teach non-commercial content in an IWR site since Skinner has only commercial content and Thomas relates to searching, not content.

**ISSUE 4:** The Examiner argues:

In analogous art, Thomas discloses on-line searching system which can support non-commercial sites: (column 15, lines 35-40)

However, 15/35-40 are as follows:

invention, is shown. Flowchart **306** begins at step **502** with control passing immediately to step **504**. In step **504**, the **IPIS 106** receives from the front-end a list of selected search engines to be searched. As is well-known in the relevant art(s), many commercial and non-commercial search engines are available on the Internet that allow remote

With regard to the claims, it is not seen how this teaches the combination suggested by the Examiner, namely:

Thus, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine Thomas's ideas of build-up search engine for commercial and non-commercial sites with Skinner's system in order to extend available/convenient providing services for on-line users, see (column 2, lines 1-12)

During the interview, clarification of this was requested by the undersigned.

**Rejection of Claim 5 Under 35 U.S.C. 103(a)**

**ISSUE 5:** The Examiner rejected claim 5 as being unpatentable over Skinner in view of Knapp et al., US Patent No. 6,769,010 and Thomas.

However, claim 5 recites "reviewing the Web site of the candidate retail partner to determine if the substantially non-commercial content does not violate substantially non-commercial content criteria for IWR partners." This is not taught by Knapp. During the interview, it was pointed out that Knapp does not have any criteria such as business rules which control content.

Respectfully submitted,

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